

FIELD · NOTES

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KING, RICHARDSON & CO.,

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Western Offices:

CINCINNATI, SACRAMENTO.

LISTEN—ALL YE WHO ARE OUT FOR GOLD.

Did you read NOTES last week? Did you thoroughly re-read and digest the articles, "That Door," and the article "Keeping Down Expenses?" We find some agents write, "I can't get any one, hardly, to take a book for board." He accordingly is very despondent "because I am not making my expenses, etc."

You don't want to approach them putting forth the idea you "want to board with them" the first thing. You want to "sail into them" and make them appreciate the book and by your enthusiasm *enthuse them* and by your confident bearing and action carry home the conviction they *must* have it. Follow this right up "hot and hard" and get an order if possible, when you explain "how long it will be for them to save the money." But suppose it is simply impossible to get the order. You have brought every ounce of powder to bear but they are "just out of reach." They want it "badly," but can't just see the last dollar. Then I'd say, "Well, Mrs. Rogers, I know you don't make a practice of keeping boarders, but I must stop somewhere to night and if you would be so kind as to allow me to divide your every day fare (assure her you won't make extra trouble) I would like to allow you what-

ever is right." She may ask how much you usually pay, when you can decide what it is necessary to allow, and what it is probably worth etc. But remember one thing:—even if you allow one dollar for night's lodging and two meals, it is a good bargain. Suppose your profit is \$1 16, for example, and you allow one dollar, the logical outcome is they paid you sixteen cents to stay all night. See? "Well," one says, "but that is an outrageous price." Dear sir, the very act responsible for making the price, makes the profit, for you understand this is an order you can't otherwise get. It is usual, any way, to allow more in a trade than on cash basis. The writer always sold six books a week at any rate. There was a nice article on this in "NOTES" week of 4 th. Work more among farmers, and board on books, and abolish the word "can't."

Dear Brown,—Just received your excellent letter. It rained every day last week up to Sat. Could not put in a single full day. So much water the bottom fell out of my shoes. The rain not only delayed me, but made farmers very despondent. Nevertheless I am pleased and have done nicely by dodging between showers, for 4 days since I began. Got in a few hours with the following results. Sat. 4 1-2 hours, 6 calls 5 orders. For the 4 days 19 1 2 hours 28 calls, 15 orders, I am very much pleased with the work. It certainly speaks well for the book when it sells so like this, under such adverse circumstances.

Yours with thanks,

C. W. Knouff.

(A Wabash Student.)

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ROLL OF HONOR.

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One suggestion of FIELD NOTES struck me very favorably, "Keep the object of your work before you" I want to keep \$300 in golden figures before my eyes for two months.

G. V. S.

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A WORD TO THE WISE ETC.

In looking over our reports we sometimes find time reported which we know has not been spent in the work. We also find territory "carefully worked" which we know has not been properly worked and many houses have been missed.

It is a very careless mistake to make such erroneous reports. Do not be misled by the supposition that the house knows nothing about your work except what you tell us. It is a part of our system and our business to know what is going on in every department of our work. Rest assured that we would not hire men on a guaranteed salary without means of knowing who the faithful, loyal workers are. We are not often deceived. Every day's work is known.

Many a man has been advanced on account of his honesty and accuracy in reporting while others could not understand why they were not promoted. Honest work and honest reports will tell every time.

We do not blame an agent for being ashamed to account for time idled away. Any young man ought to be ashamed who is wasting the morning hours of youth; it is a disgrace, and we don't wonder that a few try to patch up their reports to indicate that they are putting in honest work. We have but a few whom this article will touch, but we hope these few will be more careful in the future.

A GOOD SUGGESTION.

I don't think it is a good plan to rush over your territory. Work it by streets, every house, don't skip over territory like a spider on the water, and when you are through with a street stay away from that territory until you begin to deliver. If you are seen loafing about where you have taken orders some one will accidentally say "I don't believe I can take that book and don't bring it," where if you were to stay away they would never think of saying it.

I. Moore.

People ought to buy good books, but it is often difficult to convince them of the fact. It is much easier to cut off the supply of vicious thoughts in childhood by filling the mind with good than it is to eradicate them in after years. Those parents who whip and scold their children for evil doing and try to take out the bad but leave the sources that feed the evil, remind us very much of the foolish girl in the wealthy woman's kitchen. Her mistress found her one day with water all over the floor, with a teacup in one hand and a mop in the other, bailing away for dear life, all the while a faucet in a two-inch pipe was wide open and pouring the water in from the water main. People are fast waking up to their duty, and we are glad to know that there are more books sold than ever before. There has been an "iron age" a "golden age," a "dark age." Who can tell but in the time to come these and the next few years will be known as the "book age?"

You will find that experience will be worth a great deal to you. This is the best teacher. By watching your customer's expression you can tell whether or not you are interesting them. Very often you can tell just what your customer is thinking about and even anticipate and completely answer objections before they have passed your customer's lips. This is very often the best time to answer them for by so doing breath is not given to the thought and she has not committed or expressed herself and thinks you do not know what a moment ago was on her mind. To answer such objections you can relate what "a lady said the other day, and she was a good lady, too, and had the lives and training of little ones, dear as her own life, in her care; but she did not stop to think. She saw her mistake though and that I was right and took a good binding. I often think women are a great deal more careful of what is good and right, than men," etc



W. P. Lyons.

The subject of the above excellent likeness was born in Ill. 1865 but later adopted Iowa as a state to grow in.

The popular manager of our Cincinnati office has made his way through personal exertion, was educated at Iowa State college, ranking high, spending his vacations selling books for our house where he laid the foundation for business success.

After a very successful experience in hiring and training men, we sent him to the Pacific coast, to establish our office at Sacramento, and later was placed in charge of our house at Des Moines, Ia., and in removing to Cincinnati was continued in full charge. Under his able management, our business in the Mississippi valley has grown to large proportions.

Dear reader you can do likewise, if you are willing to work which is the price of success in any calling.

Mr Lyons succeeds in his work because he has determined to do so and worked right on, and over all obstacles.

Our efficient Lieutenant of Ind, W. E. King says: "Every time I receive 'FIELD NOTES' I feel inspired to push harder than ever."

"NOT TO-DAY."

People tell you, "Not to-day; come around when you deliver and I'll see if I have the money." Familiar, isn't it? You have heard it a hundred times if you have canvassed a month.

Now, boys, don't get sick of this old chestnut—it is only an element in human nature asserting itself. This is all, nothing more. You have heard the same thing in other words all your life, and you must expect to hear it as long as you live. Whether your calling be that of a doctor, a merchant, a farmer, "a butcher, a baker or a candlestick maker," they will tell you "wait until to-morrow." The agent who calls to-morrow may get an order or he may not—it will depend upon his ability to interest his customer.

Boys, we have done the work you are doing, we have heard 99,999 excuses for not buying, but it took us years to learn that the *secret of success is the art of interesting people*. Please do not forget this for we have learned it by hard knocks. You have known of communities in which no interest has been taken in religion for years. People are dead apparently to the sense of duty in these matters. Ministers, who are only human after all, have kept away for fear of an empty flour chest. A young man comes in full of life and energy, holds a few meetings in the neighborhood, gets the people interested, he is alive to his duty, he is full of his theme, he is boiling over with enthusiasm, organizes a church, and within a month raises a membership of 100 to 150 earnest workers. And it is all accomplished because he was in earnest, understood people and got them interested.

An agent goes into a neighborhood where other agents have starved and sickened and died. Their dry bones are bleaching in the sun, while their spirits, still on earth, are whispering such words of warning as, "Beware!" "Don't come here," "People don't read" or "don't buy," "Times are hard," "It's too wet"

or "too dry." The would be agent (the tenderfoot) encounters about two of these skeletons (experienced agents,) hears one farmer's song ("tale of woe,") finds people supplied (copy of Josephus and two almanacs), draws two sighs and starts home.

A live agent comes along with our book, gets testimonials, begins work, turns his deaf ear to such nonsense, gets people interested, and he sells 100 to 150 books, the first month and it is all accomplished because he understands his book, understands his business, studies character and the art of interesting people, and we call him successful.

The principle is the same in both cases. Both the minister and the agent study human nature, learn what will interest people, are full of life and energy, laugh at obstacles, mind their own business, work, and we call them successful. You may study any business, calling or profession where men deal with men, and this principle remains the same. They will wait until to-morrow if you let them wait, but will buy to-day if they are interested.

I am well pleased with my week's work. I started out at the beginning of the week with the determination to double my orders for the week over my last week; then I thought of the roll of honor and thought I might just as well "set my stakes" and get on there if possible. You will notice I *just* made it. I worked hard up to 6 o'clock Saturday evening, although I secured my twenty-fifth order about four o'clock in the afternoon. Will have a better list next week.

Respectfully, Will L Brown.

Note—Mr. Brown sold 25 books for the week, having celebrated his birthday on the 4th by taking six orders.

Brother of C. E. Brown, F. M.

I have learned more in the last three weeks in the field canvassing than in two months at college. The ways of the world are wonderfully divergent and a man must be familiar with them to do the best.

Chas. H. Leech.